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CLAIMS:

What is claimed is:

1. A method for identifying an item for purchase,
5 comprising:
 receiving a selection of a selected item for sale in
 a first electronic business;
 generating a priced object for the selected item,
 the priced object describing terms of an offer of sale of
10 the selected item; and
 providing the priced object to a second electronic
 business.
2. The method of claim 1, wherein the second electronic
15 business modifies sale terms for the selected item
 provided by the second electronic business based on the
 terms of an offer of sale of the selected item of the
 priced object.
- 20 3. The method of claim 1, wherein the priced object is
 generated using one of a plug-in device to a web browser,
 a hyperlink, and an applet.
4. The method of claim 1, further comprising storing
25 the priced object in a storage device associated with the
 first electronic business.
5. The method of claim 1, further comprising storing
 the priced object in a storage device associated with a
30 client device.

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6. The method of claim 1, further comprising storing the priced object in a storage device associated with a third party device.

5 7. The method of claim 1, wherein the priced object is generated by a third party device.

8. The method of claim 1, wherein the priced object is generated prior to receiving the selection of the
10 selected item.

9. The method of claim 1, wherein providing the priced object to a second electronic business includes informing the second electronic business of a storage location of
15 the priced object.

10. The method of claim 1, wherein the priced object includes one or more of a commonly recognized item identifier, a price for the item, an expiration date for
20 the priced object, incentives offered by the first electronic business, and an identifier of the first electronic business.

11. The method of claim 1, wherein the priced object
25 includes authentication information for authenticating the priced object as being authorized by the first electronic business.

12. The method of claim 1, wherein the priced object is
30 encrypted.

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13. A method of purchasing an item over a data network, comprising:

selecting an item from a first electronic business server Web site;

- 5 requesting a priced object for the item;
receiving the priced object; and
transmitting the priced object to a second electronic business server.

- 10 14. The method of claim 13, wherein the second electronic business server adjusts terms of sale for the item based on the priced object.

- 15 15. A method of performing offer term comparison between a first electronic business and a second electronic business, comprising:

generating a priced object for an item associated with the first electronic business, the priced object including first terms of sale of the item;

- 20 providing the priced object to the second electronic business; and

comparing the first terms of sale of the item with second terms of sale of the item associated with the second electronic business.

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16. The method of claim 3, further comprising:

modifying the second terms of sale of the item based on the comparison of the first terms of sale with the second terms of sale.

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17. An electronic business apparatus for identifying an object for purchase, comprising:

means for receiving a selection of a selected item

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for sale in a first electronic business;

means for generating a priced object for the selected item, the priced object describing terms of an offer of sale of the selected item; and

5 means for providing the priced object to a second electronic business.

18. The electronic business apparatus of claim 17,
wherein the second electronic business modifies sale
10 terms for the selected item provided by the second electronic business based on the terms of an offer of sale of the selected item of the priced object.

19. The electronic business apparatus of claim 17,
15 wherein the priced object is generated using one of a plug-in device to a web browser, a hyperlink, and an applet.

20. The electronic business apparatus of claim 17,
20 further comprising means for storing the priced object in a storage device associated with the first electronic business.

21. The electronic business apparatus of claim 17,
25 further comprising means for storing the priced object in a storage device associated with a client device.

22. The electronic business apparatus of claim 17,
further comprising means for storing the priced object in
30 a storage device associated with a third party device.

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23. The electronic business apparatus of claim 17,
wherein the priced object is generated by a third party
device.

5 24. The electronic business apparatus of claim 17,
wherein the priced object is generated prior to receiving
the selection of the selected item.

10 25. The electronic business apparatus of claim 17,
wherein the means for providing the priced object to a
second electronic business includes means for informing
the second electronic business of a storage location of
the priced object.

15 26. The electronic business apparatus of claim 17,
wherein the priced object includes one or more of a
commonly recognized item identifier, a price for the
item, an expiration date for the priced object,
incentives offered by the first electronic business, and
20 an identifier of the first electronic business.

25 27. The electronic business apparatus of claim 17,
wherein the priced object includes authentication
information for authenticating the priced object as being
authorized by the first electronic business.

28. The electronic business apparatus of claim 17,
wherein the priced object is encrypted.

30 29. A apparatus for purchasing an item over a data
network, comprising:

means for selecting an item from a first electronic
business server Web site;

means for requesting a priced object for the item;
means for receiving the priced object; and
means for transmitting the priced object to a second
5 electronic business server.

30. The method of claim 29, wherein the second
electronic business server adjusts terms of sale for the
item based on the priced object.

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31. A computer program product in a computer readable
medium for identifying an item for purchase, comprising:
first instructions for receiving a selection of a
selected item for sale in a first electronic business;
15 second instructions for generating a priced object
for the selected item, the priced object describing terms
of an offer of sale of the selected item; and
third instructions for providing the priced object
to a second electronic business.

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32. The computer program product of claim 31, wherein
the second electronic business modifies sale terms for
the selected item provided by the second electronic
business based on the terms of an offer of sale of the
25 selected item of the priced object.

33. The computer program product of claim 31, wherein
the second instructions include instructions for using
one of a plug-in device to a web browser, a hyperlink,
30 and an applet.

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34. The computer program product of claim 31, further comprising fourth instructions for storing the priced object in a storage device associated with the first electronic business.

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35. The computer program product of claim 31, further comprising fourth instructions for storing the priced object in a storage device associated with a client device.

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36. The computer program product of claim 31, further comprising fourth instructions for storing the priced object in a storage device associated with a third party device.

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37. The computer program product of claim 31, wherein the second instructions are executed prior to the first instructions.

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38. The computer program product of claim 31, wherein the third instructions include instructions for informing the second electronic business of a storage location of the priced object.

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39. The computer program product of claim 31, wherein the priced object includes one or more of a commonly recognized item identifier, a price for the item, an expiration date for the priced object, incentives offered by the first electronic business, and an identifier of

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the first electronic business.

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40. The computer program product of claim 31, wherein the priced object includes authentication information for authenticating the priced object as being authorized by the first electronic business.

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41. The method of claim 31, further comprising fourth instructions for encrypting the priced object.

42. A computer program product in a computer readable
10 medium for purchasing an item over a data network, comprising:

first instructions for selecting an item from a first electronic business server Web site;

15 second instructions for requesting a priced object for the item;

third instructions for receiving the priced object; and

fourth instructions for transmitting the priced object to a second electronic business server.

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43. The computer program product of claim 42, wherein the second electronic business server adjusts terms of sale for the item based on the priced object.